Assistant Commissioner of Patents

Washington, DC 20231

## PROTEST UNDER 37 CFR 1.291(a)

Re: System and method for providing a dynamic **advertising** content window within a windows-based content manifestation environment provided in a browser

US File # 20020049633 Filed: 3/19/2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is 20020049633

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level. The inventor refers to a traditional client/server system as a "dynamic advertising content manifestation" presumably residing in a PC that is a connected to the internet or other electronic communication system. (Claim 5) Within this system, he builds databases containing a plurality of advertisements (content) (Claim 10) dynamically retained at the client terminal and triggered by voluntary user actions. The system is described in paragraphs (0010) (0011) (0049) (005) and others.

The abstract reads in part, "System and method for providing a dynamic advertising content manifestation window within a windows based content manifestation environment provided within a web browser. The system and method include and involve a server system configured to transmit a software system and data related to a advertising content source via an electronic data network."

Relevant Claims are: 8, 10, 11 and others. Basing ad display based upon program selection comparisons, time is no different than selecting a URL in a browser or Keyword in a search engine. Whether streaming content, a cable TV network or the internet or both, both are electronic communication networks.

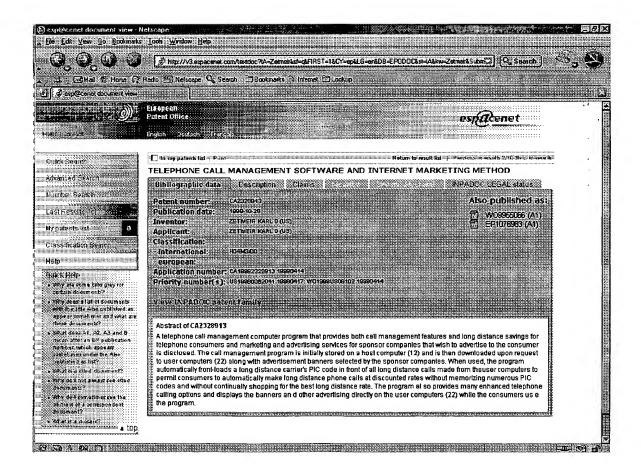
This is referred to as "pull" advertising as a voluntary action (channel or content selection) on the part of a user interacts with a pre-established client database and a targeted ad is displayed.

I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection, URLs or keywords is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

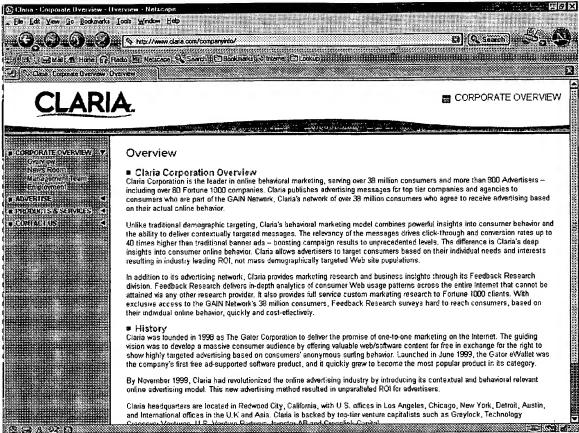
- 1. US Patent 6,141,010 ... similar technology
- 2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
- 3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 3/19/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.



A United States Patent: 6,141,010 - Netscape.	
File: Edit : Veer :: Go:: Bookmarks :: Look :: Window:: Hi	ф'!!:!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
III (	pto gov/netacg/nph-Passa/Secti-P1014Sect2-HITDFRd-PALLto-18u-/netahtin/schnum.htmls-18X
	Specify (1) Bookmaid (1) Sintered (2) Lookup (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)
설 (SUMMISSEN PARKETATION)	
USF	TO PATENT FULL TEXT AND IMAGE DATABASE
<u> </u>	
Į	Home Quick Advanced Cat Num Help
	Battom
	View Cart Add to Cart
	<u>Images</u>
	(141)
	6,141,010
United States Patent Hoyle	0,141,010 October 31, 2000
Thyte	
Computer interface method and apparate	is with targeted advertising
	Abstract
interaction with the computer. The software appl time to time over a network such as the Internet, acquired by the server and used for determining response to normal user interaction, or use, of th	Abstract  atically upgradeable software application that includes targeted advertising based upon demographics and user ication is a graphical user interface that includes a display region used for banner advertising that is downloaded from The software application is accessible from a server via the Internet and demographic information on the user is what banner advertising will be sent to the user. The software application further targets the advertisements in a computer. Associated with each banner advertisement is a set of data that is used by the software application in played. This includes the specification of certain programs that the user may have so that, when the user runs the



أستنا